



Westchester Town Center Patron Snapshot

January 2011

The Westchester Town Center Business Improvement District was created to provide improvements and services that revitalize and enhance the “downtown” business area. Specifically, the District’s services include: trash collection, sidewalk washing, street sweeping, and graffiti removal on a weekly basis. The District has also made safety and comfort a priority by hiring a distinctively dressed bicycle-mounted Ambassador to patrol the parking lots every regular work day.

We want to consider your comments and recommendations. Please take a few minutes to help us by answering the following short questions. We value your ideas! Thank you.

1. How would you rate the following Westchester Town Center BID activities?

	1	2	3	4	5
	Good for Business		No Affect		Bad for Business
Clean streets					
Clean sidewalks					
Well maintained landscaping					
Attractive and inviting appearance					
Decorative trash receptacles					
Street pole banners					
Halloween Town Fair Event					
Website					
Ambassador Program (roaming assistance)					

2. What are the 3 most important things that should be done to improve business in the Westchester Town Center area?

- A. _____
- B. _____
- C. _____

3. If you had a “discount card” for shopping in the Westchester Town Center area, how likely would you be to use it?

Unlikely	Extremely Likely	Likely	Somewhat Likely	
	Very Unlikely			

4. Do you believe that creation of a program that provides incentives for shopping in the Westchester Town Center district by families with students in local schools will improve business ?

- ☐ Yes.
- ☐ No.
- ☐ Maybe.

5. Do you believe that the creation of a “cooperative advertising program” for shopping in the Westchester Town Center district would help YOUR business?

- ☐ Yes.
- ☐ No.

☐ Maybe.

